

LEO BURNETT U.S.A.
A Division of Leo Burnett Worldwide, Inc.

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How's this for a happy
ending?

We put a quarter-inch of
space at the end of our cigarette.
It keeps your lips from touching
the tar that builds up on the filter.

Flush filters can't do that.

Which is why Parliament
Lights are so sweetly light.
And that is a grand finale,
indeed!



Only Parliament Lights has
the famous recessed filter.

Available in
Soft Pack, Box and 100s.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous To Your Health.

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Light: 8 mg "tar," 0.6 mg nicotine—100's: 12 mg "tar," 1.0 mg nicotine av. per cigarette, FTC Report Dec. 81.

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Source: https://www.industrydocuments.ucsf.edu/docs/rfkno003

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